

"Kenite diatomite makes our apple juice look as good as it tastes."

William H. Root, Tree Top, Inc.

"We produce more apple juice and apple juice concentrates than anyone else in the country," says William H. Root, Director of Outside Operations at Tree Top, Inc.

"That's because we start with fresh, sweet apples for taste. Then we use a thorough filtration system to make our juice the way we want it."

Kenite® diatomite is key.

"We use the proper grade of Kenite diatomite filteraid to produce the highest juice quality all the time.

"And because Kenite diatomite undergoes rigorous quality control testing, we can rely on it for batch-to-batch consistency."

Improved filtration.

Witco's plants in Grant County, Washington, produce a variety of grades of Kenite diatomite, for filtering hundreds of consumer products in the food and beverage industry.

And we can deliver diato-



mite in 50-pound bags. Or, in our contamination-free 50-ton hopper cars for even greater convenience.

Whatever special or routine filtration problem you may have, our technical sales and service representatives can help

you find the right solution.

Inorganic Specialties.

For more details, write to: Witco Chemical Corporation, Inorganic Specialties Division, Dept. P3, 520 Madison Ave., New York, NY 10022. Or call 212-605-3644.

Witco

For more information circle No. 148 on Reader Service Card